

**Internship Report
On
Banglalink Digital Communications Limited**



From 31st Jan 2016 to 2nd May 2016



Internship Report On
“Office Consolidation & Renovation Projects”
Of
Banglalink Digital Communications Limited

Course Code: BUS-400

Submitted to:

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LETTER OF TRANSMITTAL

29th May, 2016

Ms. Asheka Mahboob
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Subject: Submission of internship report on “Dhaka Office Consolidation Project of Banglalink”.

Dear Madam,

It is my pleasure and honor to be able to submit my internship report on Dhaka Office Consolidation and renovation Projects of Banglalink Digital Communications Limited required for the completion of my BBA degree at BRAC University. I have worked three months in Banglalink and tried to gather all kinds of relevant information regarding the report. The purpose of this report was to explain the project named DOCP which Banglalink has taken as a cost optimization project.

The practical experience during my internship at Banglalink Digital Communications Ltd. has been a rewarding and enlightening one which will always add value to my future life. In addition to that, I have enjoyed preparing the report very much as I could connect my knowledge from my BBA program with the practical workings and some Banglalink employees helped with the information which helped my work a bit easier.

Again, I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only impelled me further into excelling. I will remain deeply grateful if you kindly go through the report and evaluate my performance.

Sincerely yours,
Tajmeena Tarannum
ID: 12104040

Acknowledgement

At the very beginning, I would like to express my gratitude to Almighty Allah for enabling me to complete this report in due time. To achieve the Bachelor of Business Administration Degree Under the course name BUS 400 of BRAC University, internship program is a mandatory part. So, preparing this internship report was a very important task which involves invaluable assistance and cooperation of a number of people, without capitalizing on whose knowledge, the formidable task of completing this assignment could not have been possible.

First of all, I would like to thank **BRAC Business School** for illuminating me throughout the journey of my Bachelor in Business Administration and **Banglalink Digital Communications Limited** for recruiting me as an intern in the HR & Administration department. I will be obliged to all the Honorable faculties of BRAC University for their utmost level of help during my University life in my rest of the life. Besides, I will be thankful to Banglalink Digital Communications Ltd. as I have gathered an enormous deal of experience while working on the Dhaka Office Consolidation Project (DOCP) of Banglalink.

I would like to express my sincere gratitude to my internship supervisor and honorable faculty of BRAC University, **Ms. Asheka Mahboob** who guided me to write my internship report and finish my last report of my undergraduate life accordingly on time. Whenever I asked for direction about the report she always came up with a helping hand. It would never have been possible for me to prepare this report without the support and instruction of my honorable teacher. She gave me suggestions to make this report as informative and constructive as possible.

I would also like to thank my line manager **Md. Sohikul Islam**, Facility Senior Assistant Manager, HR & Administration for his help during my very beginning stage of my internship program. From the very first day he guided me with proper direction. I could not have prepared this report without his help. I will never forget his kind help during my leaning period. Last but not the list, I would like to thank, all the members of HR & Administration who were very supportive during my Internship. I also have taken help from the previous interns.

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Executive Summary

As far as telecommunication sector in Bangladesh, Banglalink Digital Communications Limited is one of the dynamic and leading companies. When Banglalink™ entered the Bangladesh telecom industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments. It was a great opportunity for me to work as an intern in the HR & Administration department of telecom industry and most importantly in Banglalink Digital Communications limited which is the second largest cellular service provider in Bangladesh, previously known as Sheba Telecom (Pvt.) Limited (“Sheba”). In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). Afterward it was re- branded and launched its services under the “**Banglalink™**” brand on February 10, 2005. Right now Banglalink has 29.45 million subscribers and market share of 25.47%. During my three months internship period at Banglalink Digital Communications Limited, headquarter Tiger’s Den, I experienced the operation system of a multinational company. The working environment and the people all together helped me through and through to gain knowledge and experience as a tester. In this report besides giving an overview of the company my experience as an intern is shared. There were numerous tasks that I had to complete since the office is going through several renovations programs. My main task was to work for different Projects which Banglalink is going to implement as a part of their cost reduction initiative. Banglalink office Consolidation projects are basically re-organizing the office sitting plan along with the discontinuation of company function in different branches and enhancing the benefits of regional offices as per the head office. Thus it can save fund of the company which will be used to improve other sectors. This project will help to save Capex (Capital Expense) of the company. Besides, I worked with excel files updating data and sorting their work stations with their current information. I had to work with their office layouts and with the information of their other office located in Dhaka. Excel sheet working by putting values collected from physical verification etc. The whole duration of my internship there I learned tolerance, patience and being aware of my surroundings. In this report I have described the various steps of my whole workings as an intern in extend version. However, in this report I have also added some recommendation which I personally think can be efficient fort this system.

Chapter- 01

Company Overview

Introduction:

The telecom sector in Bangladesh is rapidly emerging. In 1989, the liberalization of Bangladesh's telecommunications sector began with small steps with the issuance of a license to a private operator for the provision of inter alia cellular mobile services to compete with Bangladesh Telegraph and Telephone Board (BTTB), the previous monopoly provider of telecommunications services within Bangladesh. In the late 1990s, Significant changes in the number of fixed and mobile services deployed in Bangladesh occurred and the number of services in operation has subsequently grown exponentially in the past few years. To transmit the information throughout the world, telecommunication is the one of the main sources which makes people to overcome the breakdown of information system. It makes the communication system much easier and comfortable to the masses. If we look back, people used to communicate with each other in different ways. The ways were complicated and thus information was not properly passed through those mediums. As time has passed people have realized that they need to improve the system to save their valuable time. After so many revolutions in different sector the world became connected and telecommunication system has become the main source of transmitting the information. Now, it is just a second needed to transmit the information data with the help of this major creation of information system.

At present the consumer demand of telecommunication is so high that it has become the one of the profitable industries in our country. In spite of being a third world country, it is very common to see the use of mobile phone frequently. So it is clear that, Tele-communication sector is one of the established sectors in our country. Among different telecommunication providers, Banglalink Digital Communication Limited is the second largest cellular service provider. This is fully owned by telecom ventures ltd. (previously Orascom telecom ventures limited) of Malta, which is a 100% owned subsidiary of global telecom holding. Banglalink provides various kinds of

Services to its customers and has been successful to run its operation with glory from the very beginning of its journey.

History:

In 1989, Sheba Telecom (Pvt.) Ltd. was granted license to operate in the rural areas of 199 upazilas. Later it obtained nationwide 15-year GSM license in November 1996 to extend its business to cellular mobile, radio telephone services. In the last quarter of 1997, Sheba Telecom (Pvt.) limited had launched its operation as a Bangladesh-Malaysia joint venture. But unfortunately Sheba had failed to tap the business potentials in Bangladesh and an Egypt based telecom company named Orascom Telecom was set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal in July 2004. In September 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited for US\$60 million. Later on, it was re-branded and launched its services under the banglalink brand on February 10, 2005. To match with the name of the parent company in March 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited. Again in July 2013, the company name changed for the second time to banglalink Digital Communications Ltd.

Banglalink had started its journey with the slogan “*Making a difference*” and attained 1 million subscribers by December 2005. To become the second largest operator in Bangladesh, banglalink overtook Aktel with more than 7.1 million customers. As of September 2015, banglalink has a subscriber base of 31.9 million with 24.4% market share. Banglalink’s growth over the preceding years have been fuelled with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with banglalink.

Banglalink is a wholly owned subsidiary of Telecom Ventures Limited of Malta which is 100% owned subsidiary of Global Telecom Holding. According to the business combination of 2011, between Vimpelcom Ltd. and Wind Telecom s.p.a, Vimpelcom owns 51.92% shares of global

telecom holding. Vimpelcom provides voice and data services through a range of traditional and broadband mobile and fixed technologies in different countries like Russia, Italy, Ukraine, Uzbekistan, Kazakhtan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Bangladesh, Pakistan, Zimbabwe. Later on, Banglalink has changed its slogan from “Making a difference” to “Start Something New” with the vision to be the fastest 3G network provider in Bangladesh. In order to establish a powerful stand in Bangladesh, they have brought Shakib Al-Hasan on board as their brand-ambassador. Shakib Al-Hasan will actively take part in Banglalink’s promotional activities and will work to highlight the company’s image. Present market share of Banglalink Digital Communication Limited in comparison to other operators is shown below:

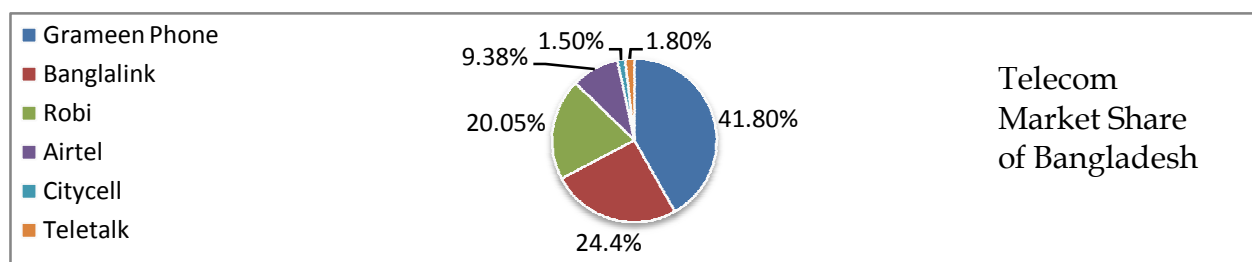


Figure: Market share of Banglalink

Product/Service offerings:

At present, Banglalink is the second largest telecommunication service provider of Bangladesh and it has been possible through continuous improvement in the product and service quality along with innovative ideas of product offerings. Banglalink is always up to date with their customer needs and customize the products accordingly. The main function of Banglalink is to provide Mobile Telecom Product and Services to its valued customer including Voice Communication, SMS service and other Value Added Services (VAS). It also Provides Data & Fax services to its customers. Main Product and services are described below:

Packages:

1. **Pre-paid:** People tend to consume the pre-paid packages more frequently in comparison to other packages. So, it is the main or core service offering of Banglalink. Pre-paid packages are very flexible in nature. So, capitalizing the main characteristics of pre- paid Packages Banglalink is adding various Value added service in continuous basis. According to their customer market they customized their pre-paid plans in such a way that every consumer can get best service. Among different pre-paid offerings, there are-
 - **Banglalink Play-** banglalink play is a package for the young guns. To keep people connected, the package includes 18 fnf to all operators, and the best rate 0.5 paisa/sec to a special banglalink number.
 - **Banglalink Desh-** This offer gives the consumers as low as 10 paisa/10 sec to all banglalink fnf numbers, all day long.
 - **Banglalink Desh Hello-** The consumers who like to talk to friends in other telephone operators, banglalink desh presents ‘hello’ package which includes 11.33 paisa/10 seconds only in other operators, and 5 paisa/10 sec in one banglalink number.
 - **Banglalink Desh Ek Rate Darun-** This is the default package for all new connections, ‘banglalink desh ek rate darun’ gives the opportunity to make any local voice calls, with a rate of 18.67 paisa/10 second.
 - **Banglalink Desh 10 FnF-** For accommodating consumer’s big list of friends, banglalink presents 10 fnf packages. Now anyone can enjoy as low as 6 paisa/10 seconds to one special banglalink number and as low as 11 paisa/10 seconds to 9 fnfs.
 - **1 second Pulse-** banglalink desh 1 second package provides customers 1 second pulse to any operator any time of day. This means customer’s will now only pay as much as they talk and the charge is only 2.2 paisa/sec any time in any local number.

Apart from core pre-paid packages mentioned above, Banglalink also offers different pre-paid packages under the name of Current promotions, Nababi Call Rate Money Return, Unused Dial Recycle etc.

2. **Post-paid:** Banglalink understands that every customer has unique needs and usage patterns. This is why it gives choices to the customers so that they can pick according to their need rather than offering the same solution as everyone else. Banglalink post-paid packages are tailored to serve the consumers exact purposes and give them the best value for money. In terms of Post-paid plans Banglalink has a wide variety of packages. There are some simple rules and regulation consumers have to follow to subscribe for the post-

paid packages. Post-paid packages are also common and easy to follow but are not as much flexible as Pre-Paid packages. So, the businessman and other important officials are the main Target consumer for their Post-paid plans. The initial type of Post-paid packages is that the, consumer will pay after the consumption of the service. Basically consumers of Post-paid plans make the payment of monthly basis after the service consume. Some post-paid schemes of Banglalink are mentioned below-

- **Banglalink Inspire-** Banglalink inspire brings special new features for post-paid subscribers with remarkably low call rates, along with the lots of fnf numbers and many other services and facilities. Some of the features of Banglalink Inspire are- no security deposit is required for auto bill pay subscribers, every new connection comes with 300 sms/month to any operator, 500 mms/month, 100 mb/month internet, amar tune subscription and news service subscription free for the first 3 months, zero line rent (without any conditions), up to 11% loyalty discount on usage, 7 fnf numbers to any mobile operator: 60 paisa/min to banglalink fnf numbers and 84 paisa/min to other operators' fnf numbers, all fnf and call rates have 10 second pulse, only 42 paisa/minute on 2 supplementary numbers, only 45 paisa/minute for 24 hours within the same professional group, attractive call rates for 24 hours.
- **Banglalink SME-** The salient features of the banglalink sme package are flexibility to choose from 2 packages: Banglalink sme post-paid and banglalink sme call & control. Banglalink SME post-paid offers best call rates 24 hours with 1 second pulse, field force locator service, closed user group (cug), attractive bundle package, best rates in 5 fnf numbers, bonus on recharge, and bonus on incoming. On the other hand, banglalink sme call & control package offers attractive connection price and special start up, easy

account recharge through scratch card or i'top-up, zero monthly fee, attractive flat call rate, upto 5 fnf numbers.


3. **Priyojon Program:** Banglalink values its loyal and regular customers. So they introduce different programs for the customers to make their life easier. Among different Priyojon Program, there are priyojon prize point program, priyojon current promotion, priyojon partnership program, priyojon insurance.

Business:

1. **Innovative packages:** As Banglalink cares about their valuable customers, they always try to offer telecommunication services at a lower cost. Thus innovation is a regular practice here. Innovative packages are designed to lower your monthly costs. Among different innovative packages there are- wide variety of options to cater to different businesses and usage patterns, cug facility to ensure savings on each call made within the same company, boi facility – even incoming calls will bring discounts, built in loyalty program – earn prize points for regular usage that can be redeemed for free talk time, sms and other rewards.
2. **International Roaming:** Customers can enjoy mobile services with banglalink in more than 100 countries in asia, america, europe, australia and Africa. It includes benefits of banglalink international roaming such as- same number worldwide, gprs roaming, in flight roaming, maritime roaming, sms roaming, safe arrival sms, roaming info service, currency information, no extra monthly charge.
3. **Business Services:** This is specifically designed to take customers business forward. It includes corporate sms broadcast, vehicle tracking, field force locator, pos solutions, sms attendance, and corporate web hosting solution.
4. **Business Internet:** This includes Bill-cycle based packs, One time pack (Add-ons), Migrating Bill-cycle based packs.

Services:

1. **Services:** Banglalink has a wide variety of services to provide the customers a better and easier life. Among them, there are- my banglalink plan, information based services (banglalink health zone, banglalink mind care, train tracking service, krishi news, jobs link, Islamic service etc), entertainment based services (banglalink boi ghor, play music, banglalink local radio, amar tune, music station, friend finder etc), call management based services (voice mail service, call block, banglalink easy divert, call waiting, missed call alert etc) etc.
2. **Banglalink internet:** 3G is the third generation of mobile telecommunications technology. Banglalink's fastest 3G service allows valued customers to surf the internet at the fastest speed. Banglalink is constantly investing and expanding our infrastructure to ensure high quality voice, internet and other services for the customers. Nationwide fiber optic network and the fastest 3G service network are great example of banglalink's relentless commitment. banglalink 3G will bring to life the experience of mobile broadband on the 3G mobile phone/device. Banglalink's nationwide fastest 3G coverage provides superior video streaming, download experiences, enhanced video calling, high-speed internet transmission and accessing innovative 3G services on the mobile phone that make people's life smarter, exciting and efficient. Banglalink is constantly expanding their 3G coverage to better serve nationwide. Banglalink offers different kinds of pre-paid and post-paid internet services. In case of pre-paid services, there are- Standard Volume Packs, Smart Volume Packs, Social Media Packs, and Recharge Packs. On the other hand post-paid connection provides- Bill-cycle based packs, one time pack (Add-ons), Migrating Bill-cycle based packs. Among internet based current promotion there are- my banglalink app weekend extra offer, social in online, social in offline, banglalink emergency internet, 20% bonus on internet pack and 20% bonus for facebook, internet offer, discounted pay-as-you-go rate in internet browsing, no bill shock offer, daily facebook pack special offer.

 **Customer Care:** Banglalink has a satisfactory number of customer care centers to serve its valuable customers nationwide. Recently, as per government rule banglalink is conducting biometric sim registration successfully through its customer care centers. In

addition to that customers can obtain any kind of information regarding banglalink packages and services in the customer cares. Dedicated customer care representatives are always ready to serve any kind of query asked by the customers. Banglalink strives to give the customers the best of service and the fastest solution, in order to do that banglalink has state-of-the-art call center that serves the customers 24 hours 7 days a week.

Corporate Responsibility:

Banglalink has always been committed to play its role as a responsible corporate citizen and contributed in making a difference in the socio-economic development of Bangladesh. It undertakes several projects each year for the welfare of community and preservation of the environment. These initiatives consolidated banglalink's reputation as forerunner in the corporate social activity. Some of the banglalink's social activities are mentioned below:

1. cox's bazar sea beach cleaning project and international coastal cleanup day
2. donating blankets at orphanages
3. special arrangements for hajj pilgrims at the hajj camp
4. water & date distribution and iftar at orphanage during Ramadan
5. ict support for underprivileged children: computer lab set up

Operational Network Organogram:

The cause behind the success of Banglalink in Telecommunication sector is the large pull of experienced personnel who continuously giving their time and effort lead the company ahead. Their contribution to the company has made Banglalink the second largest telecommunication company in Bangladesh within a very short period of time. A picture of these successful people of Banglalink is given below which shows the valuable management team:

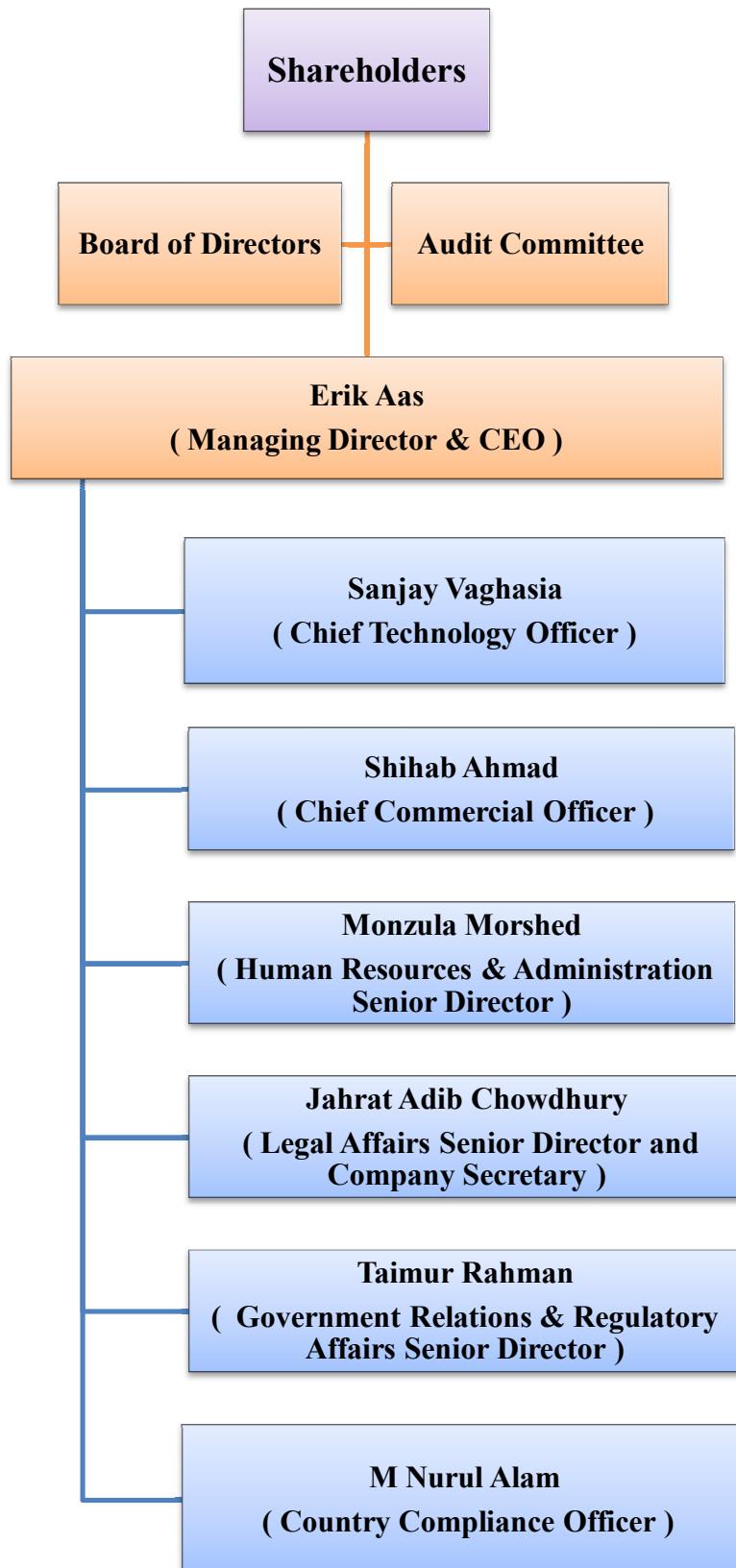


Figure: Operational Orgonogram

Mission, Vision, Core Values, Goal, Strategies:

Vision:




To be successful in the long run every company have to have a clear vision about their future steps. Banglalink also has a clear vision which motivates the company to march ahead. The vision is-

“To understand people’s needs best and develop appropriate communication services to improve people’s lives and make it simple.”

Commitment to integration is the main strategy the company has adopted to achieve this vision. Integration indicates both the internal integration of all business operations as well as integration of Banglalink’s core competencies with those of its customers. Four key goals- operational excellence, technological leadership, innovative business relationships and maintenance of a dynamic workforce is used to support the company vision to serve its customers.

Mission:

banglalink’s initial success was based on a simple mission: “bringing mobile telephony to the masses” which was the cornerstone of its strategy. Banglalink changed the mobile phone status from luxury to a necessity, brought mobile telephone to the general people of Bangladesh and made a place in their hearts. The mobile phone is considered as a positive change in Bangladesh. The brand slogan of “start something new” is in essence derived from banglalink’s promise of empowering people with affordable communication solutions so that they can take new initiatives in life. The company believes that, it is through such new initiatives that positive change will occur for the overall betterment of the nation. In short, the missions of Banglalink are-

-  Segmented approach in terms of products and services.
-  Delivering superior benefits in every phase of the customer experience (before, during and after sales).
-  Creating optimum shareholder value.






Goal:

Banglalink's goal is to make the cellular phone affordable to the people of every level with lower cost.





Core Values:

All employees of Banglalink are expected to demonstrate the following core values in day-to-day activities to "*Start Something New*" in every area operations in the Banglalink way:






Innovative:

-  Being open minded and flexible
-  Discouraging false pride and challenging the normal way to do things
-  Learning and adopting the best practices from others
-  Thinking of a situation from various points of view
-  Creating an environment where others can put forth their ideas without hesitation or fear

Straight Forward:

-  Communicating clearly and effectively
-  Listening empathically and asking questions to seek out and understand different views
-  Leading by example
-  Accepting responsibility for successes and failures

Reliable:

-  Generating trust and reliability
-  Being understanding and focusing on a solution that everyone can benefit from
-  Delivering results by deadlines
-  Thinking before making a commitment and sticking to it
-  Making honest decisions based on facts and figures, not feelings and opinions

Passionate:

- 🐾 Striving to achieve goals
- 🐾 Believing in self and team's ability to achieve targets
- 🐾 Driving for excellence in execution
- 🐾 Using information/resources available in the best possible way to achieve targets
- 🐾 Reaching the desired goal through trying out different opinions with determination

Strategies:

Every company has its very own strategies to run the business and survive for the long run. Banglalink also has some unique strategies which they construct and follow according to the current market requirement. Banglalink follows the following strategies-

- 🐾 Functional Level Strategy: Banglalink gives importance to efficiency, quality, innovation, and customer responsiveness.
- 🐾 Business Level Strategy: Banglalink follows not only the cost leadership approach but also the differentiation strategies as their business level strategies.

SWOT Analysis of Banglalink:**Strengths:**

Banglalink has some separate strength by which it is rapidly increasing its market share and attracting customer. Some strengths are-

- 🐾 Developed Infrastructure
- 🐾 Innovative Ideas
- 🐾 Nationwide network coverage
- 🐾 Planned investment
- 🐾 Affordable call rate
- 🐾 Renowned media partners

Weaknesses:

It also faces some challenges as the telecommunication market is very competitive. Some of the challenges are mentioned below:

- 🐾 Bad reputation due to failure of ‘Sheba’.
- 🐾 Downsizing.

Opportunities:

Banglalink is still not the number one telecommunication service provider of Bangladesh. But still it has the potentiality to be number one. Proper utilization of its opportunities can make them number one telecom organization in Bangladesh. The main opportunities ahead Banglalink are-

- 🐾 Adequate amount of reinvestment
- 🐾 Adequate support from mother company
- 🐾 Powerful network coverage
- 🐾 Large number of customer
- 🐾 Creative new product
- 🐾 More profitable supplier deals
- 🐾 Experienced Human Resources

Threats:

There also some future threats for Banglalink, which may hinder its operations. So, Banglalink should successfully overcome these threats-

- 🐾 Strong competitors
- 🐾 Legislation of Government.
- 🐾 3G/4G
- 🐾 Existing core business distribution risk.

Chapter- 02

Job Description

Nature of the job:

In Banglalink, there are in total of six departments which cover numerous other departments under them. The following chart shows core departments of the organization:

Departments
Finance
HR & Admisintration
Commercial
Technical
Regulatory Affair & Government Relation
Legal

Figure: Departments of Banglalink

I was assigned to work with the Human Resource and Administration. The HR and Administration department is fully organized and divided into many sub sections. The administration team consists of two different work group called admin operations and admin services. The position of my internship was included in the administration operation team. My line manager was Md. Sohikul Islam who is the Facility Senior Assistant Manager of the same department. During the internship period the team was going through a major renovation and office consolidation project. I had to work in this renovation and office consolidation project along with my line manager. In addition to that, I had to know every facility that he was working with and get further detail on how I can do my work more easily. I also had to know my work well and had to clear out my doubts. As per the principles of Banglalink, interns are only allowed to handle the basic thing of a specific job or project. As Banglalink is a multinational company, so they have much confidential information which they don't generally share with anyone external. In spite of that, during the internship period I came to know the basic process of different administrative operation along with specific workings assigned to me. This practical helps me a lot to take actual content about the real corporate world. Banglalink office Consolidation projects are basically re-organizing the office sitting plan along with the

discontinuation of company function in different branches and enhancing the benefits of regional offices as per the head office. Thus it can save fund of the company which will be used to improve other sectors. This project will help to save Capex (Capital Expense) of the company. Besides, I worked with excel files updating data and sorting their work stations with their current information. I had to work with their office layouts and with the information of their other office located in Dhaka. Excel sheet working by putting values collected from physical verification etc. The whole duration of my internship there I learned tolerance, patience and being aware of my surroundings.

Specific Responsibilities of the job

As Banglalink is a well renowned MNC, there are lots of things to learn from here and they give that learning environment to their every intern through different responsibilities. Throughout my internship period, I realized the significance of MS Excel. In university we were mostly taught the very basic aspects of MS Word, MS Excel and most of the time we were guided by our respected teachers. But while working in Banglalink, more emphasis was given on Excel and then the PowerPoint. In addition to that lots of new functions were taught time to time according to the task requirement. My supervisor made sure that I become an efficient user of these in order to speed up the working process because I was handed over important tasks that were based on Excel.

This internship has given me my first introduction to the corporate life. I not only got to learn the corporate culture but also how everything works in an MNC. Spending 9 hours in the Banglalink office made me efficient in my job as each day passed by. I was able to manage different tasks simultaneously and make effective use of the time. I have learnt how to work effectively and efficiently along with enthusiasm. Some of my tasks are mentioned below which I have accomplished during my internship period:

- 1. Knowing the workplace:** Banglalink has different departments and the operations of all the departments are different from each other. Thus departments are allocated in different floors according to their working environment requirements. Every work that I have done during my internship period needed proper management and steady flow of information at the right time and sent to the right place. Hence the basic department was shown to me on the first day of work. I had to know about the proper location of my task related workplaces. I had to know the reasons for their open and hot desk environment so that I could trigger and dig out more benefits of the office. For my workings I had to know the office layout and maintain the layouts taken from the active architectural firm.
- 2. Observing previous workings:** I was provided a laptop in my very first day of my internship period to conduct my work well and to get to know some company information that was related with the main task. Thus I had to go through numerous data and information to know the work well. This also helped me to know about different workings, as I had the chance to go through the workings of previous interns.
- 3. Taking notes in meetings:** In every week there is weekly meeting to measure the work progress of the employees. In this meeting the weekly achievements are discussed, new tasks or initiatives are discussed in front of everyone. I had to note down all the updates so that issues that arose were given some solutions on the other hand it helped me to know the recent projects that they were working with. There were numerous issues that were discussed. After the meeting session we had to follow the process that was discussed in the meeting to accomplish any project. Attending weekly meeting with the administration team. I had to note down all the updates so that issues that arose were given some solutions. On the other hand it helped me to know the recent projects that they were working with. During attending weekly meeting with the administration team, I had to note down all the updates so that issues

that arose were given some solutions. On the other hand it helped me to know the recent projects that they were working with.

- 4. Handling Desk Allocation Information:** Handling desk allocation and information's of current employees and other workers working for the company was one of my frequent tasks. I had to allocate workstations team wise or department wise, count the number of employees for keeping record. Renovation project requires time to time employee workstation related information.
- 5. Information Entry:** Asset write off forms for any assets that were dispose/used was part of my task. Besides this, checking different bills and vouchers was my daily task. In addition to that, preparing memorandum of different invoices and data entry in MS Excel was my responsibility. There were bill calculations of BTCL of Tigers' Den.
- 6. Communicating with the ROs:** Among different renovation initiatives, there was Stationary Corner (SC) establishment project in the regional Offices. For this, project I had to communicate the facility managers of ROs and organize meetings time to time to observe the progress. Besides, I had to form meeting minutes for meeting that took place. I had to Handle requisition form for stationery of all offices of Banglalink of all regions.
- 7. Communication with different HR personnel:** I had to provide my work to all the members of HR and Administration and take their valued suggestion. Whenever my line manager told me to do any task that relates to other employees also, I had to communicate with them and collect required information. Assisting my line managers with his work through visiting the floors and collecting data as per their instruction.

Different Aspects of job performance:

- 1. Interaction with supervisors:** Banglalink has made me learn the corporate culture of the telecom market. Throughout my internship period, I have learned things which were totally new to me. I saw that, being in the HR & Admin team means being in the spotlight. Here, a person not only learns a lot of things but also gets exposure to lots of things no matter in which team he/she belongs to. My Superior was Md. Sohikul Islam, who is the Facility Senior Assistant Manager at the HR & Administration department. He has always been very friendly and helping to me. Besides, my Co-Workers helped me through to work and to understand what my work was based on. Working with a new set of people was not as easy as it seemed at the beginning. Yet it is commendable that the employees are well behaved and were truly helpful. They helped me in every way to make my daily work easy. I was very lucky to have been a part of Banglalink. I must mention that, I didn't have to change my style of communication into something very formal while interacting with team members or any other employees. Style of communication has been very friendly and genuine in Banglalink. My interaction with people beyond my team had also been very pleasant.
- 2. Academic Learning VS. Experimental Learning:** I always had an urge to be a part of telecom industry and when the time came for my internship I thought about doing it in a telecom company. Fortunately, I got selected as an intern in Banglalink Digital Communications Limited in HR & Administration department. My experience as an intern was all through good, but the thing I have experienced is bookish or theoretical knowledge can be helpful in professional life indirectly but the practical work place is completely a very different one. Things I have learned in my BBA program definitely helped me to do my tasks easily but I have understood that real appliances of knowledge are occurred when a person is given responsibility in practical context. After all the real motive of studying Business Administration is to make successful managers. The real picture is, in my three months internship program most things I learned or came across were totally new to me. There were things that were totally off my field of study.

3. **Dealing with difficult situations:** Banglalink has a very nice and lively working environment and it is controlled, as time was scheduled for certain tasks, and things got done before that time arrived. Although the documentation took time and energy, overall the process was not difficult to deal with. The working place has given me nothing which can be titled as difficult in Banglalink. Cooperative employees and team members, most importantly my internship supervisor Md. Sohikul Islam bhaiya had never made me feel like any task was difficult. They were always there whenever I needed help. But if I want to discuss about some challenges I faced, at first I would like to mention that understanding the corporate behavior was a bit critical and challenging one for me. I faced some difficulties to understand the employees, their demand and nature. But as time passed by I got used to the challenges and started understanding everything. At times I faced difficulty in understanding what actually my work is related to yet at sometimes I had very little information on what I was assigned to do. Thus I had to be very interactive and very energetic since I had to speak to a lot of employees to get their information. Taking down information wasn't any easy task in the office. This actually required energy and patience. Besides, as I was working in MS Excel, MS Powerpoint and MS Word most of the time and the tasks were more critical than I have ever done in my university life, I faced challenges sometimes. By taking help from other team members who have more experience than me made my work easier.
4. **Internship Experience:** My expectation was to work in a good and friendly office where people are all organized and are flexible to the environment. Banglalink actually served me as per my expectation. The experience was amazing from the very first day to the last. There were some rules to be followed, some statures and behavior to be adapted. But still, I had no clue that I was working with a bunch of high professionals rather they gave me space to know them and the work environment. My line manager gave me every possible kind of flexibility whenever I required and he was indeed very supportive. I think Banglalink was a perfect beginning of my work life. It helped me to overcome the fear of working in a MNC and awarded me with the experience which will be cherished forever. The internship program helped me to enhance my technical skills through the intense use

of MS Excel. I never knew excel has so many applications and can be used for so many purposes. I have also developed my personal skills like time management skills and multitasking abilities.

5. **Influence on career plan:** As with the completion of my internship program, I am now officially graduated from university. So, I am now planning for my future career. Internship program in Banglalink has left a great impact on me. I am now familiar with the operations of an MNC. I have seen the vast area of the work, the opportunities ahead and continuous process of both self and professional improvement. Considering all these things, I am planning to go for MNCs in my near future. Working in telecommunication sector can serve to my desire as I have always dreamed of. Besides I have also learnt that for working effectively and efficiently, the working environment should be very comfortable. So, while joining in an organization in future I will always look for a learning environment like Banglalink has provided me during my internship period. At last I will be glad enough if I ever get a chance to work in Banglalink as an employee.

Critical Observations and Recommendations:

Telecommunication is one of the established sectors in Bangladesh. Banglalink is now the second largest telecommunication service provider of the country that is serving millions of subscribers with its level best services and one of the most successful multinational companies in Bangladesh that has earned its success in short course of time. Also, it is one of the fast growing companies in term of its service and quality. It was honor for me to do the Internship in Banglalink Digital Communications Limited. The Administration Division plays an important role in the success of the organization and this department ensures involving experienced people for the facility and maintenance tasks for whole headquarters and regional offices with innovative ideas and motivation. Throughout my internship period in Banglalink it amazed me with their variation of work plan for interns. Banglalink gave me a test of professionalism

through its administration department. Banglalink values their employees and workers who are related to their daily work. The working environment here is very friendly and cooperative.

I can ensure one thing, I had experience the best corporate culture. Three months is very short time to get all the things from a corporation. However, I could come up with so many positive and negative sights of Banglalink. I am not that much experience to give any suggestion but I would like to add some of my own opinion and recommendation that Banglalink might apply-

- 🐾 Network quality should be improved.
- 🐾 More benefits can be provided to the loyal users.
- 🐾 Innovative value added services (VAS) should be introduced.
- 🐾 CSR activities should be increased.
- 🐾 Brand strength should be increased through social media promotion.
- 🐾 Signatory Employees can be increased.
- 🐾 Transportation facility for the interns can be introduced.
- 🐾 Internship period should be increased to at least five months.

Chapter- 03

Office Consolidation & Renovation Projects

Summary:

Banglalink had started its journey with the slogan “*Making a difference*” and attained 1 million subscribers by December 2005. Within a very short period of time it has been successful to take over the telecommunication market of Bangladesh and at present it is the second largest telecommunication service provider of Bangladesh. In spite of being in a very competitive market, Banglalink has created its own reputation through dedicated amount of improvement in their operations on a daily basis. To hold the position in the market every successful organization follows only one common rule and that is- continuous change through improvement and development. Being an MNC, Banglalink always follows some basic rules and regulations which dictate them to maintain the minimum level of standard decided by Vimplecom. More or less every company goes through some consolidation and renovation process frequently. Main causes behind this are cost reduction, maintaining standard and more effective and efficient operation system. Besides, companies who have regional offices like Banglalink, need to upgrade their branches regularly. Thus the whole company can reflect the same values and standard. Taking these reasons into consideration Banglalink has also taken some office renovation and consolidation projects to minimize the operational cost. Regional offices are not less important in any aspect and thus Banglalink has also taken initiatives to increase the benefits of ROs. Banglalink office Consolidation projects are basically re-organizing the office sitting plan along with the discontinuation of company function in different branches and enhancing the benefits of regional offices as per the head office. Thus it can save fund of the company which will be used to improve other sectors. This project will help to save Capex (Capital Expense) of the company. On the other hand, stationary corner establishment in regional offices project is a part of renovation which will make the regular operation of the company easier. In this report, the objective of this two projects and the impact of the implementation of these projects are discussed. In addition to that, the purpose of the research is to find out Banglalink’s strategies behind the cost optimization process by office consolidation.

Description of the projects:

Objectives:

The broad objective of this report is to measure the impact of the renovation and consolidation projects taken by Banglalink Digital Communications Limited. These projects are taken to be implemented to reduce cost and increase the benefits of regional offices. Besides these, there were some more specific objectives. Those are mentioned below:

- 🐾 To maintain the similar work environment in every branches as the head office.
- 🐾 To encourage the employees working outside Dhaka.
- 🐾 To provide the employees more benefits in an organized way to increase the efficiency.
- 🐾 To identify the success behind the cost optimization process.
- 🐾 To know about the whole cost optimization process.
- 🐾 To allocate employees according to their comfortable and required working place.

Methodology:

For the renovation project that is Stationary Corner Establishment in ROs, I needed information regarding the work place measurement. After having the measurement, I contacted with the vendors to order the stationary corner. Again for the consolidation project, I needed information regarding the current work place arrangement of different offices and the number of employees. For obtaining all these information, I had used two sources of information. I relied on these two sources of information to complete my report during my whole internship period. The sources are-

- 1. Primary sources of data.**
- 2. Secondary sources of data.**

Primary sources of Data:

I mostly used the information in this report from the primary Sources. I think, to make a report efficient primary sources of data are the best sources to use. Besides, the kind of information I needed was most of the time available to the specific personnel of the company. I have collected the information from the authorized employees who are involved with the projects. I have attended all the meetings held and obtained information required for my projects.

Secondary Sources of Data:

Whenever I needed more Information about the Projects, I also gathered the information from the common server and Banglalink website. Workings of previous interns also helped me a lot which I got in the common server.

Limitations:

As per as Banglalink's Corporate Policy employees are not allowed to give all the information to the external employees and interns. So, sometimes it was hard for me to collect the information which was required for my task. In that situation, I faced difficult in collecting those information from the right personnel. My workings sometimes needed such information which was against the company confidentiality policy to be disclosed. In addition to that permanent employees are very busy most of the time and are not always available to the interns. So, my limitations were more or less regarding collecting information on time. Besides some other limitations I have faced are mentioned below:

- As office hour in Banglalink is 8:30 am to 5:30pm, it is nine hours long working period. Obviously, we the interns had to work in office for a long period of time. So, work pressure in the office restricted this report from being more detailed or analytical to some extend.

- Confidentiality of information is another barrier that may hinder the study. Every organization has its own rules and regulations regarding secrecy that is not revealed to someone outside the organization. While collecting data in Banglalink, personnel may not disclose enough information for the sake of confidentiality rule of the organization.
- Because of busy working schedule, employees were not always available to me. So, sometimes when felt the necessity of any information, I had to wait.
- As the DOCP project is not completed yet, the ultimate picture of the project may not be seen in this report. The consolidation project is still on progress and Banglalink is still working on it.
- Because of the recent layoff in Banglalink, the data collected regarding the number of employee was changed and I had to correct the information collected previously.

Office Renovation Project process:

Renovation initiatives are taken to make a change in the working place of an organization so that it may increase the efficiency and effectiveness of operation. Banglalink's Headquarter Tigers' Den is one of the best examples of standard and idle office setup of MNCs. There are stationary corners in headquarter of Banglalink which contains necessary items used by the employees in the office in a daily basis. Necessary items include envelopes of different sizes, stapler, scissor, ruler, A4 page, scotch tape, stapler pin, staple remover, punching machine etc. The picture of a stationary corner of Tigers' Den is given below:



Figure: Stationary Corner at Tigers' Den

Banglalink's facility management authority took a project to establish such stationary corner in every regional office (ROs). My internship supervisor Md. Sohidul Islam was the in charge of this project. So, Sohidul bhaiya gave the responsibility to me and another outsourced employee Mr. Fahim to transform the idea into reality. We have completed this project step by step within a short period of time. The steps followed by us are mentioned below:

1. **Primary level discussion:** At first, Discussion regarding the necessary equipments of Stationary Corner and scope of establishment were done. So that we could go ahead with the plan. Some sample pictures of Stationary Corner were taken and the necessary equipments were listed. We had made a project schedule to accomplish this project. The project time duration was from 14th February 2016 to 31st March 2016 (7 weeks). The full form of the project schedule is given below which was followed strictly.

Stationary Corner Establishment at RO								
SL	Project Duration	14th February 2016- 31st March 2016 (7 weeks)						
	Week	1st	2nd	3rd	4th	5th	6th	7th
	Activities							
1	Discussion regarding the necessary equipments of Stationary Corner and scope of establishment							
2	providing sample measurement of TD's Stationary Corners							
3	Asking for specific measuremnt of available space from the Ros							
4	Collecting measurement from ROs							
5	Revising the measurement provided by Ros							
6	Finalizing the design and measurement of SCs							
7	Discussion with all the vendors and giving order as required for the project							
8	Stationary Corner preparation period							
8	Delivery of Stationary Corners to the Ros							
9	Installation							

Figure: Stationary Corner establishment schedule

- 2. Arranging a meeting:** I arranged a meeting leaded by Md. Sohikul Islam to let the concerned people of all the regional offices know about this project. Immediately after the conduction of the meeting I emailed the sample pictures to all the regional offices. The regional offices were Sylhet RO, Chittagong RO, Khulna RO, Bogra RO and Mymensingh RO. Mr. Zia, Mr. Hamid, Mr. Javed, Mr. Maruf, Mr. Asad were in charge of the offices respectively. Communication was done in the 1st week of this project.
- 3. Collecting data from ROs:** RO personnel started sending the measurements of the site where the stationary corner will be established in the 2nd and 3rd week. Meanwhile all the possibilities and chances of establishment were being discussed and examined.

According to the data collected from ROs, size and type of SCs were finalized. A sample of the measurement sent from the RO office is given below:

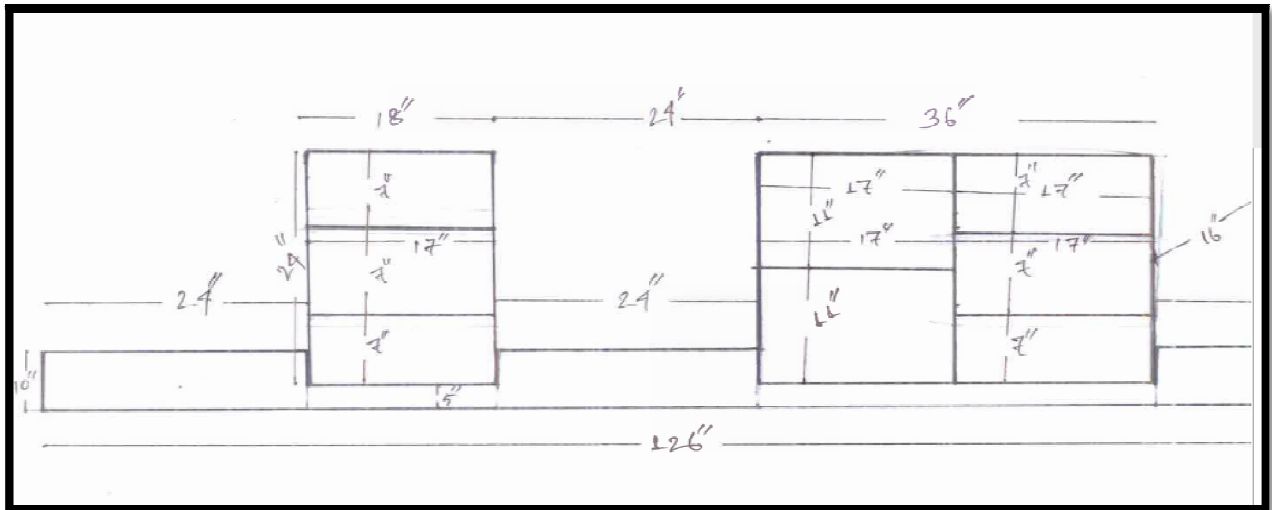


Figure: Measurement of SC

4. **Vendor selection:** After finalizing the design and size, Md. Sohikul Islam bhaiya started to look for the perfect vendor for the purpose of making SCs. He talked with some of the vendors who work with Banglalink frequently time to time. Then he selected one specific vendor and ordered to make the Stationary Corners. He selected vendor in a cost effective manner so that it can save expense of the company as much as possible. This step took the 4th, 5th and 6th week of the schedule.

5. **Installation OF SCs in the ROs:** In the last 6th and 7th week, the stationary corners were delivered to the regional offices and installed successfully. My line manager appreciated me and Mr, Fahim for successful completion of this project in the weekly meeting.

Dhaka Office Consolidation Project Process:

In recent time, every company is concerned to cost minimization. Through cost minimization, they want reduce their operational cost and invest the saved amount to other productive sector. Banglalink also has taken a big initiative towards this method and as a result of that they have introduced the Dhaka Office Consolidation (DOCP) project. The project has started its journey about three to four months back and may take some more months more as it has been delayed because of another project named Green Office Project. Banglalink office Consolidation projects are basically re-organizing the office sitting plan along with the discontinuation of company function in different branches and enhancing the benefits of regional offices as per the head office. Thus it can save fund of the company which will be used to improve other sectors. This project will help to save Capex (Capital Expense) of the company. As this project is still on progress, I am here describing the portion I have worked in.

DOCP project is basically all about shifting the employees of BNS Center and Uttara Call Center (UCC) to Medona Tower. In addition to that, operation of 12th and 13th floor of Medona Tower which is situated in Mohakhali will be discontinued. As many employees have been downsized recently in Banglalink's Headquarter, Tigers' Den, there is lots of vacant workstation to allocate new employees shifted from Medona Tower. Some employees will also be shifted to the Land View office which is situated in Gulshan. During my internship period, I have done Office census to identify the number of vacant workstations due to layoff. A short portion of office census done by me is given below:

Building name and number	Work station	Function (Department name reporting to)	Team (Team name reporting to function)	Full Name	Emp ID	Emp Mobile	email address	Used by: Employee /Consultant/Equip	Name of the Consultancy	Status: Occupied/Empty
TD floor	DHK TD	Technology	BSS and Capacity Planning	Md. Murshe	298	2E+09	n@banglalinkg	Employee	N/A	Occupied
TD floor	DHK TD	Technology	BSS and Capacity Planning	Md. Delwar	1309	2E+09	ain@banglalin	Employee	N/A	Occupied
TD floor	DHK TD	Technical	Infrastructure Planning	Md. Mahmud	9256	2E+09	san@banglalin	Employee	N/A	Occupied
TD floor	DHK TD	Technology	BSS and Capacity Planning	Ahmed Reza	####	2E+09	@banglalinkgs	Employee	N/A	Occupied
TD floor	DHK TD	Technology	BSS and Capacity Planning							Empty
TD floor	DHK TD	Technology	BSS and Capacity Planning	Md. Rifat H	1143	2E+09	at@banglalinkg	Employee	N/A	Occupied
TD floor	DHK TD	Technology	BSS and Capacity Planning	Md. Enamul	9159	2E+09	je@banglalinkg	Employee	N/A	Empty
TD floor	DHK TD	Technology	BSS and Capacity Planning	Md. Mubas	####	2E+09	@banglalinkgs	Employee	N/A	Occupied
TD floor	DHK TD	Technology	BSS and Capacity Planning	Zafrul Hasa	EL-902	2E+09	zshuvo@bl	Outsourced	Searchlite	Occupied
TD floor	DHK TD	Technology	BSS and Capacity Planning	Ripon Saha	####	2E+09	rmishu@bangl	Employee	N/A	Occupied
TD floor	DHK TD	Technical	RF Planning & Optimization	Stanley Dip	####	2E+09	lar@banglalink	Employee	N/A	Empty
TD floor	DHK TD	Technology	Radio Design and Optimization	Md. Hasan	8192	2E+09	@banglalinkgs	Employee	N/A	Occupied
TD floor	DHK TD									Empty
TD floor	DHK TD	Technology	Radio Design and Optimization	Md. Nazmul	1146	2E+09	b@banglalinkg	Employee	N/A	Occupied
TD floor	DHK TD	Technology	Radio Design and Optimization	Hasnat Reza	689	2E+09	@banglalinkgs	Employee	N/A	Occupied
TD floor	DHK TD	Technology	Radio Design and Optimization	Mohammad	####	2E+09	a@banglalinkgs	Employee	N/A	Occupied

Figure: part of office census (TD)

As per planned, Sales support (5th floor) and Corporate Service (10th floor) employees will be shifted from Medona Tower to Tigers' Den. So, 5th and 10th floor of Medona Tower will be vacant. Then, technology department from 13th floor will be shifted to the vacant 5th floor. So, 13th floor will be vacant as the project target. Network Development department from 6th floor of Medona Tower will be shifted to Land View. So, 6th floor will be vacant. Telesales department (11th floor) employees will be shifted here. 11th floor will be vacant at this point. Campaign Management department (12th floor) employees will also be shifted to 6th floor partially. The rest will remain in the same floor. Rest of the employees from 12th floor and CRM department will be shifted to the 7th floor, as this floor is empty now. So, 12th floor will be empty as per the DOCP project plan. 8th floor will also be vacant at this point. Now, a large portion of Uttara Call Center employees will be shifted to the vacant 8th floor of Medona Tower and the rest portion will be shifted to the 10th floor. At last a portion of BNS Center employees will be shifted to the 10th floor of Medona Tower and the rest of the portion will be shifted to the 11th floor. Though the full implimention is not done yet of this project, it is on progress. A data regarding this DOCP project is given below:

Description	No of Seats
For Accommodating Uttara Call Center Agents	131
For Accommodating BNS Center Agents	125
Additional Requirement for Tele Callers in 2016	44
TOTAL Required Seats	300
Present Usage of WS in Medona	274
GRAND TOTAL (After Consolidation)	563

Figure: DOCP related data

Analysis and Findings:

Office renovation project has been implemented to increase the efficiency and effectiveness in daily operation. If I consider from my point of view, this project helped me a lot to increase my socialization and networking. I had to communicate with the regional personnel every now and then. As I was working in Banglalink for a very short period of time, without this project I would not have the opportunity to know the regional employees. I have got the opportunity to get close to all of them and learnt so many new things which will help me in my future career. At first glance it may be seen that, this project has caused expense for the company. But in depth it has increased employee satisfaction and a satisfied employee will always do more for his/her organization. Organized and facility oriented workplace is every employees comfort zone. So stationary corner establishment has served the purpose of making the workplace a bit more attractive and comfortable.

Impressive efficiency and cost savings can be obtained through Consolidation of office. But doing such things is not as simple as it may seem and cannot be done over night. The benefits come from both cost reduction and increased productivity and quality of service. By centralizing or consolidating offices an organization becomes more agile as it can grow quickly without the expense of re-inventing or extending more office functions. One main goal of consolidation project is to be benefited from economies of scale. Whatever the economic conditions, it makes

good commercial sense to drive down costs with well-designed business processes and best practices.

Dhaka Office Consolidation project was started with the consolidation of the Banglalink Headquarter Tigers' Den. The main objectives of this consolidation project were –

- Reducing the number of branch offices.
- Minimizing the monthly rent cost for the total office space.
- Improving communication and cooperation among the employees of different offices.
- Making best use of available resources to meet current and future requirements.
- Introducing Open and hot desk system to increase the bonding among the employees.

An example of cost reduction through DOCP project is shown below:

Avg. Monthly Cost Savings Breakdown of Medona Tower:

Si.No.	Office Location	Cost Head	Avg. Per Month Cost
1	Medona Tower (12th & 13th floor)	Rent	1,382,533.17
2		Electricity	151,556.22
3		Water	14,110.26
4		AC maintenance	14,449.69
5		DG maintenance	15,482.59
6		Power maintenance	32,216.85
7		Substation maintenance	14,188.22
8		Civil & Furniture maintenance	56,976.37
9		Cleaning Operation	65,518.83
10		Cafeteria	141,447.63
11		Refreshment	31,660.93
12		Stationery	31,739.00
13		Drinking Water	16,580.93
14		Pest Control	2,902.72
15		DG Fuel	8,862.61
16		Plantation	2,267.59
17		Disposable Glass	22,806.30
18		Newspaper	437.77
19		Security	-
20		Medical consultancy	-
21		CCTV, Access Control & EHS maintenance	-
Avg.Per Month Cost			2,005,737.68

Figure: Cost savings of Medona Tower

So through the DOCP project if 12th and 13th floor of Medona Tower is left, Taka 2,005,737.68 can be saved which the company will be able to use in future projects.

Results and Discussion:

The results of office renovation project are-

1. Employee satisfaction.
2. Developed work environment.
3. Similar to Headquarter.
4. Organized workplace.
5. Increase of effectiveness and efficiency.

Under the DOCP project, there are plan for separate areas for smaller, unplanned meetings, as well as space for individual employees who need to concentrate. Through this renovation a good number of work stations and meeting rooms have been increased in Tigers' Den. Different types of meeting rooms will be available so that there are less noise in the workplace. While increasing productivity, these solutions provide the opportunity to extend business network and introduce new cost-saving practices. Often, properly consolidating operations gives an organization the opportunity to start new.

Banglalink has followed some Strategies for consolidation of the office. It has introduced a new type of work station through the implementation of hot desk system. This unique system promotes positive energy, mobility, direct communication, transparency and enables us to live the values and an environment that will create excitement and encourage innovation. Some of Its benefits are being more social, spontaneous and productive. It enhances the flow of information and teamwork and make easier for employees to interact with each other on a regular basis, dissolving barriers across hierarchies. Renovating tigers' Den helped Banglalink to be more efficient, realize economies of scale, reduce costs, improve internal communication and standardize operational processes. After renovation, Banglalink consolidated their three offices –

Hosna center, Uttara Call Center, BNS Tower. Through this renovation project they became able to reduce cost. The main outcomes of this project are-

- Large number of WS has been increased in Tigers' Den
- Number of Meeting room had been increased in Tigers' Den.

Chapter- 04

Conclusion

Banglalink is the second largest telecommunication service provider of the country that is serving millions of subscribers with its innovative and high quality service. Infrastructure and corporate culture is two important asset for the company through which it has reached in this position. The Administration Division plays an important role in the success of the organization and this department ensures involving experienced people for the facility and maintenance tasks. The internship experience at Banglalink Digital Communications Limited had been a great learning point for me. I have experienced every moment here and learned so many new things. According to me, I was actually not assigned with very critical type of work. But still I am glad that it added value to the organization. Throughout the program I was able to observe and gain knowledge about the work of my team members which diversified my learning experience. I will always cherish the memory of my internship experience in Banglalink.

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